



THE FUTURE · WHAT'S NEXT



“The Future, What’s Next”

California Arts Council conference
Memorial Auditorium, Sacramento
March 4, 2008

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*Artwork by Fidel Salamanca, Delta High School,
Clarksburg CA*



ROUNDTABLE QUESTIONS

After the day's
discussion ...

Question (afternoon)

Having heard all that we've heard today about our changing world, how should California's Arts (organizations, artists, constituencies, and audiences) respond to remain viable and vital?

Websites for Dick Deasy's presentation:
www.theimaginationation.net
www.aep-arts.org



Table 1

Information from conferences is lost afterwards. How can we develop internal structures within organizations to respond to the changing demographics and technologies. Follow-up with a look at internal structure on an ongoing basis.



Table 2

Empowered. Question authority, and take off the filters we have put upon us – defending the arts, etc. We want to be able to say what's important, to be active and not reactive, to shake up our boards. Lead into the future, not react to the past or status quo.



Table 3

Focus on changing demographics and exploring the ways to serve these communities rather than following the trends from past years – may not be an accurate picture for outreach.

Arts organizations, artists and supporters need to take more risks. Push the limits! Go as far as you can as long as you can.

Out of the box. Courage.



Table 4

Central Valley voice: don't ask for a handout for funding, but to remind how the arts help prevent poverty, help society, help these growing communities. We – the artists and arts organizations -- make a difference with these issues.



Table 5

Share advocacy information with boards, city councils, other organizations. Arts for cultural identity. Give examples of the importance of live performances and how different than technology.

Emphasize communication.



Table 6

Take this information and communication with legislators, educators. Look for opportunities to market this info. Teachers programs. Advocate so that arts education funding is properly spent. Encourage the arts in general education (acting out history, etc.)



Table 7

Don't ask for a handout for the arts, but create partnerships to/and create steady funding stream – so that risks can be taken.

Do more talking to people outside the arts community.

Emphasize how the arts create a healthy society.



Table 8

Imagination ... demographics ... these clashes between different communities that can find common ground through the arts.

Technology – using it to create art that is relevant to the communities who use it.

Imagination would be part of the civic fabric of our democratic society.

Customizing arts “products” and cooperatives with various arts organizations. Work with the media for outreach on the arts.



Table 9

Create an image and raise an image of the importance of the arts and imagination. Connect with art as art, not just “playing a game”. Change images that young people/children have of the arts and artists. Let people know that THEY are artists and can nurture their own artistic nature.



Table 10

The “ah-HA” – the words – imagination can be taught. Starbucks shut down for three hours to retrain – maybe with our own staff. Take the time to re-think and reorganize.



Table 11

Governor Schwarzenegger invited the audience to bring him ideas such as the arts license plate – ways to bring up the revenues for the arts funding in California. Can this audience bring Governor Schwarzenegger new ideas?

Challenge to everyone!

Go to www.gov.ca.gov and send an email.



Table 12

We've heard about the demographics of California changing ... what is actively being done now? To address these needs? Find common platforms that address all different aspects of the arts and arts education. Who will be the leader to deal with the question of diversity?



COMMENTS ADDED AFTER CONFERENCE

There is a responsibility to fill the cultural void by presenting free arts events.



AFTER CONFERENCE

There is a responsibility to promote the economic health of local arts organizations through networking/switchboarding/speed dating methods to match organizations with local businesses and educators.



AFTER CONFERENCE

It is necessary to justify cultural programming, funded by local government, by projecting economic impact that will result (i.e. restaurants, shops with patrons, etc.)



AFTER CONFERENCE

Create (or encourage the entertainment industry to create) an Artist Reality Competition show – or some show that presents art, especially with what's happening in younger generation arts.



AFTER CONFERENCE

In TV advertisements for the state, stress other things than surfing and golf courses when publicizing California as a vacation destination (stress public art and heritage sites, especially in the inner California – i.e. east of the coast.) Include/emphasize the Valley and the mountain areas.



AFTER CONFERENCE

More media support or acknowledgement of Art Walks or other art events in the communities. “The place to be on Saturday night in Sacramento” or other city, etc., including video on TV news of walks and related events.



The California Arts
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to thank our
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year's conference



All photos from the California Arts Council website at www.cac.ca.gov. Come visit our website today!

Band from Natomas Charter School for the Arts, at Arts Day on the Capitol Steps, October 2005. Photo by Ken James

San Jose Taiko Drummers play with children at the Napa Valley Opera House in March 2006. Photo by Michele Penterman

Dana Gioia, Chairman of the National Endowment for the Arts, at the California Arts Council conference January 2007. Photo by Steve Hellon

San Francisco Symphony, publicity photo

Dancers from Natomas Charter High School for the Arts, at California Arts Day on the Capitol Steps, Oct 2005. Photo by Ken James

Students playing in Young Musicians Foundation program. Photo by Christine Taccone, and thanks extended to Wells Fargo

Aaron Robinson, musician, plays at California Arts Day on the Capitol Steps with California Poet Laureate Al Young (not in photo), October 2005. Photo by Ken James

Florin High School marching band plays at California Arts Day on the Capitol Steps, October 2005. Photo by Ken James

Inside Out Community Arts, Fall 2004

Drummers from Natomas Charter School for the Arts at California Arts Day on the Capitol Steps, October 2005

San Francisco Symphony Youth Orchestra, publicity photo